What is Claimed is:

1. A fish hook comprising:

a. a shank having a first end and a second pointed end;

b. an operable member having a base and a pointed pivoting member mounted on the base, the pointed member operable between a first retracted position and a second extended position;

c. the base having surfaces defining a channel and the shank received in the channel; and

d. the pointed member operable from the first position to the second position responsive to engagement of the fish hook with a mouth of a fish.

2. A fish hook according to claim 1 wherein the operable member further comprising at least one surface frictionally engaging the operable member.

3. A fish hook according to claim 2 wherein the at least one surface frictionally engaging the operable member includes at least one member extending from the base.

4. A fish hook according to claim 3 wherein the at least one extending member includes at least two spaced apart tabs.

5. A fish hook according to claim 3 wherein the operable member is pivotably mounted in at least one of the at least one member extending from the base.

6. A fish hook according to claim 1 further comprising the pointed member having a pointed distal end angled away from the shank.

7. A fish hook according to claim 1 wherein the channel is a rounded channel resiliently clamping the shank.

8. A fish hook according to claim 1 wherein the channel clamps a curved portion of the shank.

9. A fish hook according to claim1 further comprising the pointed member having a plurality of sharpened points.

10. A fish hook according to claim 1 further comprising an over center surface that resists movement of the pivoting member from the extended position to the retracted position.

11. A fish hook according to claim 1 further comprising engageable surfaces that, when engaged, limit the movement of the pivoting member.

12. A fish hook according to claim 2 wherein the at least one surface frictionally engaging the pivoting member includes surfaces defining a slot in communication with the channel.

13. A fish hook according to claim 1 wherein the operable member further comprises at least one surface frictionally engaging the operable member.

14. An auxiliary member for mounting on a fish hook;

a. an operable member having a base and a pointed pivoting member mounted on the base, the pointed member operable between a first retracted position and a second extended position;

b. the base having surfaces defining a channel sized for clampingly receiving a shank portion of the fish hook; and

c. the pointed member operable from the first position to the second position responsive to engagement of the fish hook with a mouth of a fish.

15. A fish hook according to claim 14 wherein the at least one surface frictionally engaging the operable member includes at least one member extending from the base.

16. A fish hook according to claim 15 wherein the at least one extending member includes at least two spaced apart tabs.

17. A fish hook according to claim 15 wherein the operable member is pivotably mounted in at least one of the at least one member extending from the base.

18. A fish hook according to claim 14 further comprising the pointed member having a pointed distal end angled away from the shank.

19. A fish hook according to claim 14 wherein the channel is a rounded channel resiliently clamping the shank.

20. A fish hook according to claim 14 wherein the channel clamps a curved portion of the shank.

21. A fish hook according to claim14 further comprising the pointed member having a plurality of sharpened points.

22. A fish hook according to claim 14 further comprising an over center surface that resists movement of the pivoting member from the extended position to the retracted position.

23. A fish hook according to claim 14 further comprising engageable surfaces that, when engaged, limit the movement of the pivoting member.

24. A fish hook according to claim 15 wherein the at least one surface frictionally engaging the pivoting member includes surfaces defining a slot in communication with the channel.